

Appl. No.: 09/973,083  
Request For Reconsideration dated June 16, 2009  
Reply to Office Action of March 16, 2009

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re the Application of:

**John S. HENDRICKS**

Serial No.: 09/973,083

Filed: October 10, 2001

For: INTERNALLY TARGETED  
ADVERTISEMENTS USING TELEVISION  
DELIVERY SYSTEMS

Atty. Docket No.: 007412.00257

Group Art Unit: 2424

Examiner: Shepard, J.

Confirmation No.: 5151

**REQUEST FOR RECONSIDERATION**

U.S. Patent and Trademark Office  
Customer Service Window, Mail Stop AF  
Randolph Building  
401 Dulany Street  
Alexandria, VA 22314

Sir:

This paper is responsive to the final Office Action mailed March 16, 2009.

**Status of the Claims** are reflected in the Listing of Claims, which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 4 of this paper.

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